



OSDBU NEWS BULLETIN

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NASA/JPL HIGH TECH SMALL BUSINESS CONFERENCE IS HUGE SUCCESS

NASA and its **Jet Propulsion Laboratory (JPL)** held their 16th Annual High Tech Small Business Conference on March 2-3, 2004, in Los Angeles, California. Deemed "outstanding" by many, the conference was lauded primarily for the substantive nature of the information disseminated to the more than 1,200 attendees. "We mean business for small business," said **Tom May**, Manager of JPL's Business Opportunities Office, in presenting a spirited conference overview at the opening continental breakfast. Mr. May was followed by **Stanley J. Jankowski**, JPL's Acquisition Division Manager, who briefed the attendees with tips on how to make the most of the conference.

The attendees also received a welcome from **Alberto G. Alvarado**, Director of the U.S. Small Business Administration's (SBA) Los Angeles District Office. JPL's Deputy Director Lt. Gen. **Eugene L. Tattini**, USAF (Ret.) then gave an extensive report on the successful **Mars Rovers Missions**. The report, which included a detailed and animated power point overview, was received by the attendees with much enthusiasm.

The Marketplace/Workshops

Following the general session, the Marketplace opened, and workshops began. At the Marketplace, more than a hundred representatives of major prime contractors, federal/state/local government agencies, colleges/universities, the military, and public utility companies, were on hand at exhibit booths to inform small businesses on how to obtain contracts and subcontracts with them. The small businesses also took advantage of this opportunity to network with each other.

The first of the morning workshops, "Principles of Effective Teaming Agreements," was taught by **Ralph C. Thomas III**, NASA Assistant Administrator for Small and Disadvantaged Business Utilization, to a standing room audience. That workshop was held concurrently with another well-attended session, "Proposal Preparation: How Can I Win?," taught by **Steve Alfery** of JPL. The most popular workshop of the morning, however, was taught by NASA OSDBU's **Lamont Hames** titled, "How To Do Business with NASA: An Introduction." There were so many people trying to crowd into the room that many were turned away to prevent a safety hazard.

The Lunch

The luncheon speaker was **Ralph Thomas**, who began his speech with a video on the new NASA mission, which was narrated by **President George W. Bush**. Mr. Thomas then praised the small businesses that had a role in the success of the Mars Rovers missions commending, for example, **Maximino Solis' BST Systems** of Plainfield, Connecticut, a small business that manufactured the batteries that went into the Boeing Delta II launchers that propelled the rovers into outer space. He also lauded **Humberto (Tico) Pujals**, President of **Government Micro Resources, Inc.**, of the Washington, D.C. Metropolitan area, whose company provided the hardware and technical resources for the Storage Area Network at NASA's Langley Research Center in Hampton, Virginia, where the data sent by the Mars Rovers is received.

Thomas also once again thanked **Wendell Maddox** of **ION Corporation** of Minneapolis, Minnesota, who was on hand for the event, for fabricating and manufacturing the transmitter systems that allowed for the sharp resolution of the pictures taken by the panoramic camera on the Mars Rovers. The rest of Mr. Thomas' speech involved a strategy for working a small business conference.

Afternoon Workshops

The luncheon was followed by more well-attended workshops. Among them was "ISO 9000 for Small Businesses," moderated by NASA OSDBU's **Tony Diamond** and taught by **Kevin Beard** of **National Quality Assurance, USA**; **James Hofer** of **Accurate Circuit Engineering**; and, **Sunny Lopez** of the **California Manufacturing Technology Center**. Another popular workshop, "Marketing NASA Field Centers," was taught jointly by **David Brock** of NASA's **Marshall Space Flight Center**; **Vernon Vann** of **NASA Langley Research Center**; and, **Tom Kolis** of **NASA Ames Research Center**. A third session, "Marketing Your 8(a) and SDB Certification," was presented by **Sharon Merino** and **Nick Smith** of **Small Business Consulting Agency**.

Day Two

During the morning of the second day, the conference featured three concurrent workshops. The first, "Small Business Administration (SBA) Programs," was presented by **Nicholas Manalisay** (Moderator), **Marchelle Bailey**, **Glen Constantino**, **Natalie Orta**, **Martin Selander**, and **Rex Weaver**. The second workshop, "Proposal Preparation: How Can I Win?," was taught by **Steve Alfery** of **JPL**. The third, "How to Obtain Funding," was moderated by **Art Duran** of **JPL**, with **Keither Colter** of the **SBA** and **Michael Campopiano** of **Morgan Stanley** as presenters.

The second day's luncheon commenced with the NASA OSDBU video commemorating the **Columbia Shuttle** crew. The film was followed by the keynote speech, a humorous, entertaining, and informative discourse on how small businesses should market at conferences and elsewhere, by **Dr. E. Delbert Gray**, President and CEO of the **Michigan Minority Business Development Council**. The luncheon crowd was as large as it was the first day.

The afternoon workshop, "How to Become a Team Member with Prime Contractors," proved to be as popular as the morning workshops. The speakers were: **Patrick Carr** of **ITT**; **Mike Olsen** of **Computer Sciences Corporation**; and **Tom Soderstrom** of **Raytheon**.

JPL's Conference Coordinator **Tom May** then gave the "Conference Wrap Up" and thanked everyone for attending.

Special Guests

A number of special guests attended the conference, among them the following: **Ginger Conrad**, Publisher of **MBE Magazine**; NASA Minority Contractor of the Year **Daryl Laisure**, President and CEO of **Zin Technologies** of Cleveland, Ohio; **Leroy Dixon**, the second Chairman of **NASA's Minority Business Resource Advisory Committee (MBRAC)**; **Belinda Guadarrama**, President and CEO of **GC Micro** of Novato, California, and MBRAC's longest serving Chair; former NASA OSDBU Program Manager **Rae Martel**; **Elizabeth Cabral**, Vice President of **SEA PAC Engineering**, SBA's Minority Contractor of the Year for the Los Angeles District (the company's founder, **John Lee** was named SBA's Small Minority Business Person of the Year for Region 9).

NASA OSDBU GIVEN HIGHEST RATING IN FY 2003 PERFORMANCE AND ACCOUNTABILITY REPORT

The NASA Office of Small and Disadvantaged Business Utilization (OSDBU) was given NASA's highest rating, "Blue," in the agency's *FY 2003 Performance and Accountability Report*. The Report presents

detailed information on NASA's performance and financial statements for FY 2003. It also reports on management challenges and NASA's plans and efforts to overcome them. The OSDBU was measured against its annual performance goal to "continue integrating small, small disadvantaged, and women - owned businesses, together with minority universities, into the competitive base from which NASA purchases goods and services."

Blue, the highest of five possible color-coded ratings used by the Report, means that the organization "significantly exceeded its annual performance goal." Only 8 percent of all of the rated annual performance goals received the highest rating. "It is indeed an honor for our office to be ranked so highly," said Assistant Administrator Ralph Thomas. "It gives my staff here, as well as the Small Business Specialists at the NASA field centers, the motivation to serve small businesses even more."

PEREZ PRODUCES *WOMEN CONTRACTORS AT NASA* PUBLICATION

NASA OSDBU Women's Business Advocate **Shirley Perez** is producing a publication entitled *Women Contractors at NASA*. The publication will feature selected profiles of 14 women contractors and subcontractors who have done significant work for NASA. "It is time to honor those women who have significantly contributed to the success of America's Space Program as entrepreneurs," said Perez. "While we know that there are probably numerous other women -owned businesses we could cite, this manual is representative and symbolic of all such firms that have served NASA as contractors or subcontractors."

Although the publication is scheduled to come out in March, which is "Women's History Month," Perez indicates that such timing is coincidental. "We're happy that it's coming out at a special time of the year for women," said Perez. "However, we want this publication to represent NASA's debt of gratitude to its women-owned contractors throughout the year and beyond - not just the month of March." For more info, contact: Shirley.A.Perez@nasa.gov.

SMALL BUSINESS ORGANIZATIONS HOST THOMAS

The **Minority Business & Professionals Network (MBPN)** of Washington, D.C. hosted a "Conference on Federal Contracting Opportunities 2004" on January 13th at the Zanzibar of the Waterfront Restaurant in Washington, D.C. NASA Assistant Administrator **Ralph Thomas** was an invited speaker on a panel that included **Richard Burton**, the **Acting Administrator for the Office of Federal Procurement Policy**; **Theresa Alvillar-Speake**, Director of the **Department of Energy OSDBU**; and, **Robert W. Faithful, IV**, Director of the **Department of Interior OSDBU**.

Thomas also spoke at an MBPN-sponsored "Inaugural Reception" for its new publication, *Minority Enterprise Advocate*, in which he authored an article entitled, "Nine Model Principles for Effective Teaming Agreements Between Small Businesses and Major Prime Contractors." For more information, contact **Debra Williams**, MBPN President, at < info@mbpn.org >

On January 15th Thomas was a moderator/panelist at the **U.S. Pan Asian American Chamber of Commerce "Business Colloquy,"** in San Jose, California. The conference was held to introduce Asian American Businesses in the Western Region to Federal agencies and major corporations. Accompanying Mr. Thomas on the panel was **John Clarke**, Director of Business Operations, **Travis Air Force Base, California**, and **Felipe Mendoza**, Associate Administrator for Small Business Utilization, **U.S. General Services Agency**, Washington, D.C.

On February 10th Thomas gave a presentation on "Doing Business with NASA" and "Principles of Effective Teaming Agreements," during a 90 minute seminar at the **18th Annual National Reservation Economic Summit and American Indian Business Trade Fair** in Nevada. The conference was hosted by the **National Center for American Indian Enterprise Development**, an organization based in Mesa, Arizona.

NASA ENLISTS 8(A) FIRM TO ASSIST IN RETURN TO FLIGHT ACTIVITIES THRU SBIR CONTRACT

On February 23, 2004 NASA awarded a **Small Business Innovative Research (SBIR)** contract to **OPTIMUS Corporation**, of Silver Spring, Maryland, a leader in public safety technology, to develop a system for improving aerospace safety. The contract will fund the development of a comprehensive data mining system to identify subtle human factors underlying aerospace mishaps.

Aerospace operations are characterized by the collection of massive amounts of information, some of which is specifically focused on human factors. When a mishap occurs, contributing human factors must be identified and traced back to the root cause. The findings provide the basis for effective interventions to prevent a recurrence of the mishap. At present, this process involves trained analysts interacting with each data source individually and then synthesizing the results into a coherent picture. Because each source must be dealt with separately, the task can be daunting, resulting in some analyses not being as comprehensive as they should be. An added shortcoming is that while analyses for major accidents may address the full range of data, those for less severe events tend to address only a subset, despite the fact that a less severe accident may be a warning of an unrecognized process flaw that, unless remedied, will eventually cause a catastrophic accident.

A primary objective of this research is to allow the same comprehensive human factors analysis to bear on all mishaps by developing an easy-to-use data mining technique that can integrate information from a wide range of sources into one common analysis.

This contract is particularly relevant for OPTIMUS, which was officially launched in 1992 when the Company was awarded an SBIR contract to develop a wireless inspection system for NASA. That inspection system, which was nominated for the **2002 NASA Innovation Award**, is still used for rocket launches today. OPTIMUS won the coveted "**NASA Innovative Software of the Year Award**" in 1997.

"This NASA SBIR award is extremely exciting for OPTIMUS as a company with such strong NASA roots and commitment to public safety," states **Eric Adolphe**, President and CEO of OPTIMUS Corporation. "With this technology, NASA will be able to more easily and completely gather and analyze aerospace incident data to automate the determination of human factor issues contributing to an unsafe operational environment. This will help ensure that today's incidents prevent tomorrow's tragedies."

NASA'S ADVANCED SMALL BUSINESS TRAINING PROGRAM A HIT IN CLEVELAND

Small businesses from around the country crowded into the **Ohio Aerospace Institute** in Cleveland, Ohio to attend NASA's **Advanced Training and Development for Small Businesses in Advanced Technologies (TADSBAT)** course on February 10-12, 2004. The course focuses exclusively on advanced techniques in four (4) distinct areas: Marketing; Proposal Preparation; Safety; and , Financial Management. Ninety-nine percent (99%) of those completing evaluations scored the course as "Excellent" or "Very Good."

The course is facilitated by **Management Technology Associates, Inc.** of Huntsville, Alabama. The firm is a small business headed by Robert Chastaine. The next offering of TADSBAT will be held at the Sheraton Buckhead Hotel in Atlanta, Georgia on April 6-8, 2004. It will be the basic version of the course, which is a three-day intensive exercise focusing on how to do business with NASA. For more information go to the following website: www.mta-inc.com

NASA OSDBU'S HAMES UPDATING INFORMATION TECHNOLOGY MARKETING MANUAL

NASA OSDBU's Chief of Staff **Lamont Hames** is updating the office's most popular publication, "*NASA Information Technology Guide for Small Businesses*." First authored by Hames in 2000, the book includes every NASA IT contract at every NASA field center. It also includes the: 1) name of the contract; 2) contract number, including value of the contract, contract type, start/end dates, option years and current status; name of incumbent contractor and point of contact information; name and point of contact information for the contracting officer, contract specialist and contracting officer's technical representative (COTR); brief explanation of the contract requirements; small business subcontracting goals, if applicable; and, a brief statement on the future of the contract; the website for more information, if applicable.

"There is no other publication in the Federal government providing the small business community with this type of comprehensive and timely IT information," said Hames. "IT activity and opportunities at NASA are moving at such a rapid pace that it is often overwhelming for small businesses to figure out where to begin." According to Hames, the publication "demystifies the process" for small firms by providing them with information that accelerates their marketing efforts. "This manual will save a small business more than a year of marketing," Hames added. "Small businesses should use this Guide as a *tool* to complement their existing marketing efforts." The updated *Guide* will be posted on the NASA OSDBU website at: <http://osdbu.nasa.gov>

NASA TO AUTOMATE PRIME CONTRACTOR PROCESS FOR REPORTING ON SMALL BUSINESS SUBCONTRACTING GOAL ACCOMPLISHMENTS

Facilitated by the encouragement of the NASA OSDBU, the Space Agency will automate the system by which prime contractors currently report their small business subcontracting dollar achievements against their goals. Currently, prime contractors manually fill out a Subcontract Report for Individual Contracts form (SF 294) and a Summary Subcontract Report (SF 295) form and then sends them to NASA by mail. These reports are sometimes submitted late, and they sometimes contain errors, necessitating time-consuming follow-up by contracting officers and/or small business specialists.

"During the anthrax scare, for example, we didn't even receive our mail for a long time," said NASA OSDBU's Tony Diamond, who spearheads the effort. "This really set us back because we need the information in a timely manner in order to make sensible small business goaling projections for future years."

The NASA OSDBU recently completed work with the **NASA Acquisition Internet Service (NAIS) Project** to develop an electronic version of the forms mentioned above. This electronic solution, which is now available, is called the **Interim Subcontract Reporting System (iSRS)**. The iSRS is a database that allows contractors to submit SF294 and SF295 reports directly to NASA electronically via the web. As reports are submitted, iSRS notifies the individuals associated with that deliverable that the report has been received. The iSRS can also generate other reports from the data gathered. "It has a capability to produce what we call the 'low goals report,'" said Diamond. "This tells us when a prime is making very little progress in meeting its small business subcontracting goals, and it does it early enough in the process for us to do something about it."

The iSRS is available on the NAIS website and the Virtual Procurement Office. For security, the iSRS requires users to have a Global Logon account. Instructions for requesting access to iSRS can be found at: https://prod.nais.nasa.gov/srs/iSRS_registration_help.html

SUPPLIER DIVERSITY AS A BUSINESS IMPERATIVE

On February 5, 2004, the NASA OSDBU held its "Supplier Diversity as a Business Imperative" course at NASA's Marshall Space Flight Center in Huntsville, Alabama. Taught to a cross section of NASA employees in the technical, management, procurement, and administrative areas, the all-day course begins with an "encounter" session that requires participants to consider the value added attributes of minority and women-owned business participation in NASA contract requirements. No question or point of view is taboo. The course ends up as a team building session, however, which creates awareness and support for supplier diversity across all the NASA Centers and Headquarters.

Ninety-five percent (95%) of the attendees to the course at Marshall Space Flight Center rated the course as "Excellent," the highest rating possible. The course is taught by Reggie Williams of Procurement Resources, Inc. in Atlanta, Georgia, who holds similar seminars for many of the Fortune 500 companies.

NEWS FROM THE NASA FIELD CENTERS

GLENN RESEARCH CENTER

Glenn Research Center Business and Technology Showcase and Open House, Cleveland, Ohio, June 11-13, 2004

Save the Dates -- June 11 (Showcase) and June 12-13 (Public Open House)! The Showcase will be open to all businesses, institutions, and other interested constituents and will feature discussions on what this Center does and the business and technology opportunities that can arise its mission. The Open House will provide the general public, including businesses and families, an opportunity to see what some of facilities at the Glenn Research Center offer the nation's aeronautics and space programs. More information will be provided later. Any businesses or institutions interested in setting up a booth, an exhibit, or providing sponsorship may contact Carl Silski at 216-433-2786 or e-mail Carl.L.Silski@nasa.gov.

Status Update for Glenn Research Center's Upcoming TIALS (Technical Information, Administrative, and Logistics Services) procurement:

TIALS will go into NASA Glenn's small business portfolio and will be announced as a *small business set-aside* under NAICS code 561210, which is a size standard of \$30 million in average annual revenue over the last 3 fiscal years. The current plan is to issue a synopsis by the end of March. A draft RFP is anticipated for April with a final RFP planned for June 15. This new follow-on contract is expected to commence March 1, 2005. Information on the current contract, NAS3-99179, currently held by **Indyne, Inc.**, is available in Glenn's FOIA web site's "Reading Room" at <http://www.grc.nasa.gov/WWW/FOIA/FOIA.htm> .. The Contracting Officer who will be handling this acquisition is **L. Marc Hudson**, who can be reached at 216-433-2773. A "Sources Sought" announcement is forthcoming

JOHNSON SPACE CENTER – HOUSTON, TEXAS

Sometimes words just speak for themselves. So without editorial comment, the following email that was recently sent to Assistant Administrator Ralph Thomas from **Jorge L. Pratts** of **Cufis Technologies** of Roseville, California and Las Vegas, Nevada, is provided here, virtually verbatim:

"Dear Ralph Thomas: It was an extreme pleasure making your acquaintance at Res 2004 [Reservation Economic Summit and American Indian Business Trade Fair]. Per our discussion, I wanted to share my positive story with you again, so that this gentleman can be acknowledged for his actions.

"Last year I began calling on the IT department at NASA's Houston, Texas [**Johnson Space Center**] location, where I had the pleasure of coming across an IT manager by the name of **Scott Guzman**. What was different about this gentleman was that he actually seemed to care about what I had to say when presenting my company and our services. That struck me as a shocker when everyone else I had talked to was brief to get me off the phone. Well, Mr. Guzman did some fact gathering and he found a match for Cufis Technologies to do business with his division. Mr. Guzman assisted us with the evaluation for both NASA and **Dyncorp**. We were added to both data bases and given an opportunity to bid on work.

"Needless to say we won our bids and are currently working on more opportunities with both NASA and Dyncorp. I've thanked Mr. Guzman on many occasions for the opportunities he has brought to my table and I think he should be acknowledged for his personal qualities of respect, integrity and development of Cufis Technologies. I really hope that my letter touches you and affects you in the same positive manner it has changed me personally. It is good to know that there are still people out there willing to give you an opportunity no matter how complicated or busy their job may be. I look forward to getting some feedback from you and I've taken the liberty of attaching our capabilities for your review as well.

"Thank you for allowing me to introduce you to our company. We are a **Native American company** belonging to the Karuk Tribe located between Redding, CA and the Oregon border. The company name is Cufis Technologies, Cufis means American Bald Eagle in Karuk native language. Recently we were approved as an SDB (Small Disadvantage Business) and 8A by the SBA. Cufis Technologies provides IT Hardware, IT Software, and Consulting Services."

Thank you so much , Scott Guzman for being the ultimate professional, and thank you, Jorge Pratts, for telling us about it.

KENNEDY SPACE CENTER – CAPE CANAVERAL, FLORIDA

Officials from **Kennedy Space Center**, as well as NASA Headquarters, were on hand at the **Boeing Company's Annual Small Business Awards Banquet** on February 23, 2004 to support the first Mentor Protégé arrangement at Kennedy. The event was held at La Cita Country Club in Titusville, Florida and included a Signing Ceremony between the **Boeing Company – Integrated Defense Systems and All Points Logistics, Inc.(APL)**.

"Boeing has been a very vital part of APL's growth," said **Sam McGee**, President of All Points Logistics, Inc. "Signing this Mentor-Protégé agreement enhances the already great working relationship we have with Boeing. We look forward to working with them to achieve our business goals."

"We started this process by working with the small business to identify their growth goals," noted **Jim Chilton**, CAPPS Program Manager for Boeing. "Then we work to provide direction and financial support on achieving those goals, whether they be to get ISO 9000 certified, to make accounting mechanisms more efficient, or to provide leadership training for their managers. Finally, we set a timeline to work by and are held accountable by NASA to make quarterly presentations about our progress."

As a part of the agreement, Boeing specifically plans to assist APL in achieving ISO 9000 certification . Boeing will also sponsor APL managers' attendance in Boeing executive management training programs. Boeing is NASA's first prime contractor to participate in the Mentor-Protégé Program at Kennedy Space Center. APL is Boeing's first "protégé." At the Banquet, APL was also named Kennedy's "Small Minority Business of the Year."

"This program is quite critical to NASA because we always want to keep a cadre of small businesses available for the future of our space program," noted **Lamont Hames**, the Mentor-Protégé Program

Manager at NASA Headquarters, and who also served as the event's keynote speaker. "We realize that we have to provide these businesses with opportunities now so that as they excel, they may be available to grow into potential prime contractors for NASA in the future."

All Points Logistics, Inc. is a **Native American and Service Disabled Veteran Owned Small Business**, employing 110 people nationwide, with 73 at the Kennedy Space Center. APL has been a subcontractor to Boeing's Payload Services Team at Kennedy for 1.5 years, managing government property inventory and documentation. In addition to awards from Boeing and NASA, APL President Sam McGee was recently named the 2004 Indian Small Business Owner of the Year by the National Center for Economic Development.

UPCOMING EVENTS IN WHICH NASA OSDBU WILL PARTICIPATE

March 17-19 **DiversityBusiness.com's 4th Annual Multicultural Business Conference,**
Mashantucket, Connecticut. For more information: www.div2000.com/conference

March 24-25 **United States Hispanic Chamber of Commerce (USHCC)'s 14th Annual**
Legislative Conference, Washington, D.C. For more information: <http://www.usbcc.com>

April 5 **9th Annual 4th Congressional District Procurement and Business Expo,** The
Universities at Shady Grove, University of Maryland, Rockville, Maryland. For more information:
Michael Rious, (202) 225-8699

April 6-8 **NASA Training and Development of Small Businesses in Advanced Technologies**
(TADSBAT) (Basic Course), Sheraton Buckhead Hotel, Atlanta, Georgia. For more information:
www.mta-inc.com

April 8 **Small Business Monthly Breakfast Speaker Series,** National Business Promotions
& Conferences/Business Research Services, Fairview Marriott Hotel, Falls Church, Virginia. For more
information: www.nbpcinc.com

April 20 **14th Annual OSDBU Directors Council Procurement Conference,** Show Place
Arena, Upper Marlboro. For more information: 1-800-878-2940.

April 27 **Women's Leadership Conference,** Minority Business and Professionals Network,
Zanzibar on the Waterfront, Washington, D.C. For more information: www.mbpn.com

(The NASA OSDBU News Bulletin is published bi-monthly. For questions and comments, contact
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